

Docket No. IA 1502.01A US  
USSN: 09/296,202

PATENT  
Art Unit: 3621

This listing of claims will replace all prior versions, and listings of claims in the application:

LISTING OF CLAIMS:

Claim 1: (Currently Amended) A method comprising:  
incorporating a tracking identifier onto an electronic storage medium;  
tracking the electronic storage medium [while being shipped between various entities] using the tracking identifier and adding further tracking information to a database while being shipped between various entities;  
detecting tracking information;  
transmitting the tracking information to a server computer; and  
determining appropriate support information utilizing logic in the server computer to transmit to a computer.

Claim 2: (Currently Amended) A method as recited in claim 1, wherein the server computer performs a table lookup to determine [the retailer] an entity from the various entities that sold the package.

Claim 3: (Previously Presented) A method as recited in claim 1, wherein the server computer is coupled to the computer via a network.

Claim 4: (Previously Presented) A method as recited in claim 1, wherein the server computer transmits information utilizing an internet protocol.

Claim 5: (Currently Amended) A method as recited in claim 1, wherein a transaction is written to [a] the database memorializing processing.

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Claim 6: (Previously Presented) A method as recited in claim 1, wherein support information is passed to the server to identify pertinent support information.

Claim 7: (Currently Amended) An apparatus comprising;  
an electronic storage medium having a digital code;  
the digital code representative of an identifier of content on the optical disc electronic storage medium;  
means for tracking the electronic storage medium [while being shipped between various entities] using the identifier and means for adding further tracking information to a database while being shipped between various entities;  
the apparatus including logic that detects the tracking information;  
the apparatus including logic that transmits the tracking information to a server computer; and  
the apparatus including logic in the server computer that determines appropriate support information utilizing logic in the server computer to transmit to a computer.

Claim 8: (Currently Amended) An apparatus as recited in claim 7, wherein the server computer performs a table lookup to determine [the retailer] an entity from the various entities that sold the package.

Claim 9: (Previously Presented) An apparatus as recited in claim 7, wherein the server computer is coupled to the computer via a network.

Claim 10: (Previously Presented) An apparatus as recited in claim 7, wherein the server computer transmits information utilizing an internet protocol.

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Claim 11: (Currently Amended) An apparatus as recited in claim 7, wherein a transaction is written to [a] the database memorializing processing.

Claim 12: (Currently Amended) A program embodied on a computer readable medium for identifying and providing a response to the use of an electronic storage medium having an identifier incorporated thereon, the program comprising:

- a code segment that reads the identifier of the electronic storage medium;
- a code segment for tracking the electronic medium [while being shipped between various entities] using tracking identifier and adding further tracking information to a database while being shipped between various entities;
- a code segment that detects the tracking information;
- a code segment that transmits the tracking information to a server computer; and
- a code segment in the server computer that determines appropriate support information utilizing logic in the server computer to transmit to a computer.

Claim 13: (Currently Amended) The program as recited in claim 12, wherein the server computer performs a table lookup to determine [the retailer] an entity from the various entities that sold the package.

Claim 14: (Previously Presented) The program as recited in claim 12, wherein the server computer is coupled to the computer via a network.

Claim 15: (Previously Presented) The program as recited in claim 12, wherein the server computer initiates support of authorized information utilizing a transaction from the server computer.

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Claim 16: (Currently Amended) The program as recited in claim 12, wherein a transaction is written to [a] the database memorializing processing.

Claim 17: (Previously Presented) The program as recited in claim 12, including a code segment that receives live support information from the server computer.

Claim 18: (Previously Presented) The program as recited in claim 17, including a code segment that transmits support criteria to the server computer.

Claim 19: (Currently Amended) The program as recited in claim 12, including a code segment that posts support indicia of video, user information, and a suitable player to [a] the database.